

REMARKS

The claims are claims 1 to 21.

The application has been further amended at several locations to correct minor errors.

Claims 1, 6, 7, 11 and 15 have been amended. New claims 16 to 21 are added. The amendments to claims 1, 6 and 11 distinguish these claims over the references. The amendments to claims 7 and 15 clarify the subject matter. The amendment to claim 7 corrects the error in verb tense noted by the Examiner.

Claim 7 was rejected under 35 U.S.C. 112 as containing subject matter which was not described in the specification. The Examiner stated that the term "abbreviated reference" was not defined by the specification.

The Applicants respectfully submit that the term "abbreviated reference" was properly described in the original application at page 4, lines 1 to 10.

Claims 1, 6 and 11 were rejected under 35 U.S.C. 103(a) as made obvious by the combination of Easty et al U.S. Patent 6,189,008 and Wachob U.S. Patent 5,155,591.

Claims 1, 6 and 11 recite subject matter not made obvious by the combination of Easty et al and Wachob. Claim 1 recites an "overlay operable to integrate said decoded television signal and said preferred display component for combined display via a display device." Claims 6 and 11 each recite "integrating the received television signal and the preferred display component for combined display to a viewer." Neither Easty et al nor Wachob teach this integrated display of claims 1, 6 and 11. Easty et al discloses supplying digital content to a user on demand and recommend other contents to the user based upon a user profile. Wachob discloses switching between television channels to provide alternate commercials based upon the viewer's demographic characteristics.

Thus these references separately disclose the claimed television signal (Wachob) and supplemental data specifying the preferred display (digital content of Easty et al) without suggesting integration of these two signal types in a combined display as claimed in claims 1, 6 and 11. Accordingly, claims 1, 6 and 11 are allowable over the combination of Easty et al and Wachob.

Claim 7 was rejected under 35 U.S.C. 103(a) as made obvious by the combination of Easty et al, Wachob and Herz U.S. Patent 6,029,195. The OFFICE ACTION states that Herz teaches "a system in which the viewer profile is compared to the information contents and then returns a list of possible matches for the viewer as shown at Fig. 10 Steps 1103 and 1104. The user then selects the article that he wishes to view and it is transferred to him as seen at Steps 1105 and 1106."

Claim 7 recites subject matter not made obvious by the combination of Easty et al, Wachob and Herz. Claim 7 recites "automatically selecting an abbreviated reference via the computing platform at a viewer location in accordance with the viewer profile." Herz states at 65, lines 19 to 26:

"Once the profile correlation step is completed for a selected user or group of users, at step 1104 the profile processing module 203 stores a list of the identified articles for presentation to each user. At a user's request, the profile processing system 203 retrieves the generated list of relevant articles and presents this list of titles of the selected articles to the user, who can then select at step 1105 any article for viewing."

This portion of Herz clearly teaches user selection of the "abbreviated reference" and not the automatic selection recited in claim 7. Accordingly, claim 7 is allowable over the combination of Easty et al, Wachob and Herz.

Claim 15 was rejected under 35 U.S.C. 103(a) as made obvious by the combination of Easty et al, Wachob and Herz. The OFFICE ACTION

states that Herz teaches "that a user may not want the entire contents of his profile made available at col. 5 lines 34-59."

Claim 15 recites subject matter not made obvious by the combination of Easty et al, Wachob and Herz. Claim 15 recites "the step of transferring the viewer profile from the viewer location to a television service provider transfers less than all of the information contained within the viewer profile from the viewer location to the television service provider." Herz states at column 5, lines 36 to 61:

"For reasons of confidentiality and privacy, a particular user may not wish to make public all of the interests recorded in the user's target profile interest summary, particularly when these interests are determined by the user's purchasing patterns. The user may desire that all or part of the target profile interest summary be kept confidential, such as information relating to the user's political, religious, financial or purchasing behavior; indeed, confidentiality with respect to purchasing behavior is the user's legal right in many states. It is therefore necessary that data in a user's target profile interest summary be protected from unwanted disclosure except with the user's agreement. At the same time, the user's target profile interest summaries must be accessible to the relevant servers that perform the matching of target objects to the users, if the benefit of this matching is desired by both providers and consumers of the target objects. The disclosed system provides a solution to the privacy problem by using a proxy server which acts as an intermediary between the information provider and the user. The proxy server dissociates the user's true identity from the pseudonym by the use of cryptographic techniques. The proxy server also permits users to control access to their target profile interest summaries and/or user profiles, including provision of this information to marketers and advertisers if they so desire, possibly in exchange for cash or other considerations."

This portion of Herz makes clear that this does not teach not sending data to the television service provider as recited in claim 15. Instead Herz teaches sending the profile data but disguising

it with a pseudonym. Accordingly, claim 15 is allowable over Easty et al, Wachob and Herz.

Claims 2 to 5, 8 to 10 and 12 to 15 are allowable by dependence upon respective allowable base claims 1, 6 and 11.

New claims 16, 18 and 20 recite subject matter not made obvious by the references cited in the OFFICE ACTION. Claim 16 recites the overlay operates to display "decoded television signal in a first display area and said preferred display component in a second display area." Claims 18 and 20 similarly recite the step of integrating the received television signal and the preferred display component "displays the decoded television signal in a first display area and the preferred display component in a second display area." This limitation is taught in the application at page 9, lines 3 to 6. The Applicants respectfully submit the combination of cited references fails to teach or make obvious this display.

Claims 17, 19 and 21 recite subject matter not made obvious by the references cited in the OFFICE ACTION. Claim 17 recites the supplemental data extractor "is coupled to said television tuner/decoder to extract said supplemental data from said decoded television signal." Claim 19 recites the "step of receiving supplemental data from a display component database extracts the supplemental data from the television signal." Claim 21 recites the "step of transferring the preferred display component from the television service provider location to the viewer location extracts the preferred display component from the television signal." This limitation is taught in the application at page 7, lines 12 to 17. The Applicants respectfully submit the combination of cited references fails to teach or make obvious this display.

The Applicants respectfully submit that all the present claims are allowable for the reasons set forth above. Therefore early reconsideration and advance to issue are respectfully requested.

If the Examiner has any questions or other correspondence regarding this application, Applicants request that the Examiner contact Applicants' attorney at the below listed telephone number and address to facilitate prosecution.

Texas Instruments Incorporated
P.O. Box 655474 M/S 3999
Dallas, Texas 75265
(972) 917-5290
Fax: (972) 917-4418

Respectfully submitted,

Robert D. Marshall
Robert D. Marshall, Jr.
Reg. No. 28,527